











Top 10 Markets: 2014 International Visitation

Rank		Country	2014 Arrivals
1		Canada (-2%) After four consecutive years of record-setting visitation by our neighbors to the north, Canadian arrivals in the United States decreased slightly in 2014—strongly influenced by a large decline in the one-night only auto travel segment, coupled with a sharp depreciation of the Canadian currency relative to the U.S. dollar. Canada accounted for 30.8% of total international arrivals in the United States in 2014.	23.00 Million
2		Mexico (+19%) How important is the market south of the border to U.S. travel and tourism? In 2014 the United States welcomed more visitors from Mexico than we did from the United Kingdom, Japan, Brazil, China, Germany, France, South Korea—combined! Mexico accounted for 23.2% of total international arrivals in the United States in 2014.	17.33 Million
3		United Kingdom (+4%) After four consecutive years of declines in U.K. visitation between 2009 and 2012, visitation is once again on the uptick, increasing 2% and 4% in 2013 and 2014, respectively. We are still, however, 730,000 visitors short of the record set in 2000 when we welcomed more than 4.7 million visitors from across the pond. United Kingdom accounted for 5.3% of total international arrivals in the United States in 2014.	3.97 Million
4		Japan (-4%) Visitation from Japan has been eroding for more than a decade, declining in 6 of the last 10 years. In 1997 the United States welcomed a record 5.4 million visitors from Japan; in 2014, however, the United States welcomed 3.6 million Japanese visitors—nearly 1.8 million fewer than we had welcomed in the late '90s. Japan accounted for 4.8% of total international arrivals in the United States in 2014.	3.58 Million
5		Brazil (+10%) The United States welcomed a record 2.3 million visitors from Brazil in 2014, an increase of nearly 204,000 visitors (10%) and the 5th consecutive year of record-setting visitation. In fact, U.S. arrivals from Brazil have more than doubled since 2009, tripled since 2007, and have increased nearly five-fold over the last ten years. Brazil accounted for 3.0% of total international arrivals in the United States in 2014.	2.26 Million
6		China (+21%) Five years ago, China wasn't even a top 10 origin market. Now, however, China has once again supplanted another market (Germany) to command 6th place; and if 2015 is anything like 2014, China will once again bump another country down in the rankings and lay claim to 5th place, which is currently occupied by Brazil. China accounted for 2.9% of total international arrivals in the United States in 2014.	2.19 Million
7		Germany (+3%) Despite a half decade of positive growth, Germany has—for the third consecutive year—fallen in the rankings after failing to keep pace with developing markets like Brazil and China. In fact, the United States welcomed 28,300 fewer visitors from Germany in 2014 than we welcomed in 1996. Germany accounted for 2.6% of total international arrivals in the United States in 2014.	1.97 Million
8		France (+8%) More than 1.6 million travelers from France visited the United States in 2014, an increase of nearly 8% when compared to the previous year and the 2nd consecutive year of record arrivals from France; and while France didn't make the top 10 in terms of spending, they did, however, spend a record-setting \$5.7 billion in 2014. France accounted for 2.2% of total international arrivals in the United States in 2014.	1.62 Million
9		South Korea (+7%) For the 5th consecutive year, the United States enjoyed record-setting arrivals from the peninsula, welcoming more than 1.4 million visitors in 2014. If the current rate of growth continues, we will welcome twice as many visitors from Korea in 2015 as we welcomed in 2008—the year in which they joined the Visa Waiver Program. South Korea accounted for 1.9% of total international arrivals in the United States in 2014.	1.45 Million
10		Australia (+6%) Over the last decade, U.S. arrivals from Australia have more than doubled, delivering record-setting visitation to the United States for ten consecutive years. While India, currently ranked 11th in terms of visitation, grew at twice the rate (12%) in 2014, Australia should remain a top 10 market for at least a few more years. Australia accounted for 1.7% of total international arrivals in the United States in 2014.	1.28 Million

Top 10 Markets: 2014 International Visitor Spending

Rank	Country	2014 Spending
1	 Canada (-2%) When the undisputed heavyweight of travel and tourism-related spending in the United States goes down, all of us should give pause. This proportionate 2 percent decline in spending is purely a function of visitation, as average per visitor spending was relatively unchanged, while U.S. visitation declined by 2 percent in 2014. Travel and tourism exports account for 43% of all U.S. services exports to Canada.	\$27.2 Billion
2	 China (+13%) A decade ago, China ranked ninth in terms of total tourism-related spending in the United States. Now, however, after more than a decade of double-digit growth, China has vaulted into second place after spending a record-setting \$23.8 billion in the United States in 2014—injecting roughly \$65 million a day into the U.S. economy. Travel and tourism exports account for 57% of all U.S. services exports to China.	\$23.8 Billion
3	 Mexico (+7%) Visitors from Mexico spent a record-setting \$19.3 billion in the United States in 2014, an increase of 7 percent over the previous year. Visitation from Mexico, however, increased 19 percent in 2014; so while we welcomed more visitors from Mexico, those who did visit the United States spent, on average, less than the year before. Travel and tourism exports account for 65% of all U.S. services exports to Mexico.	\$19.3 Billion
4	 Japan (-2%) U.S. travel and tourism-related exports to Japan have been fraught with difficulties—SARS in 2003, the economic slowdown of 2009, and nuclear emergencies in 2011. Now this. Japanese visitor spending declined 2 percent to \$17.3 billion in 2014, marking the seventh decline in visitor spending in the last fourteen years. Travel and tourism exports account for 37% of all U.S. services exports to Japan.	\$17.3 Billion
5	 United Kingdom (+0%) The good news is that visitors from the United Kingdom spent \$39 million more in the United States in 2014 than they spent in 2013. Indeed, U.K. visitors spent \$13.2 billion in the United States last year, virtually unchanged from the previous year. The bad news is that this is nearly \$3 billion less than they spent in 2008. Travel and tourism exports account for 21% of all U.S. services exports to the United Kingdom.	\$13.2 Billion
6	 Brazil (+5%) After a decade of spending growth averaging nearly 22% a year, Brazil has securely positioned itself as the 6th largest market for U.S. travel and tourism exports and will undoubtedly rival the United Kingdom for 5th next year. In 2014 visitors from Brazil spent \$13.0 billion in the United States, up nearly 5 percent year over year. Travel and tourism exports account for 47% of all U.S. services exports to Brazil.	\$13.0 Billion
7	 India (+7%) For the fifth consecutive year, visitors from India spent more experiencing the United States than ever before, spending a record-setting \$9.6 billion on U.S. travel and tourism-related goods and services in 2014. Over the last decade, travel and tourism exports to India have more than doubled, now accounting for 65% of all U.S. services exports to India.	\$9.6 Billion
8	 South Korea (+10%) After another record-setting year of tourism-related spending, South Korea displaced Germany in the rankings and climbed to 8th in terms of total spending in the United States. In 2014 visitors from South Korea spent \$7.8 billion in the United States, an increase of 10 percent when compared to 2013. Travel and tourism exports account for 38% of all U.S. services exports to South Korea.	\$7.8 Billion
9	 Germany (+2%) Once ranked as high as 5th in 2008, Germany has slowly descended in the rankings and further fell to 9th in 2014 despite a much-welcomed increase of 2 percent in 2014. Put simply, spending by visitors from Germany has failed to keep pace with the more developing countries' spending (e.g., Brazil, India, and South Korea). Travel and tourism exports account for 26% of all U.S. services exports to Germany.	\$7.4 Billion
10	 Australia (-10%) In 2014 U.S. arrivals from Australia increased nearly 6 percent when compared to 2013; spending, however, dropped precipitously to \$6.1 billion for the year, a decrease of nearly 10 percent. While it's too early to fully explain this decline, since 2013 the U.S. dollar has appreciated, well, appreciably relative the Australian dollar. Travel and tourism exports account for 32% of all U.S. services exports to Australia.	\$6.1 Billion